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*Message from the President*

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## Take it to the Next Level!

Greetings Fellow ASTD Members!

I hope everyone has enjoyed the summer, spending quality family and fun time. It's August and school is back in session for most area schools and colleges. That means back to learning for all. My hope is that your learning never stops. ASTD Memphis is here to make sure that it doesn't. Please join us on August 14, for our monthly professional event where our guest speaker will be Becky Atkinson with FedEx. On August 22, we are planning an evening networking event – a training/cooking class. Check our website [www.astdmemphis.org](http://www.astdmemphis.org) for event dates and registration. Also, be on the lookout for announcements coming your way for the next few months concerning Employee Learning Week.



### Take It to the Next Level!

Debra M Bennett  
ASTD Memphis  
Chapter President

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## Quote for the Month

*“The only job security you have today is your commitment  
to continuous personal improvement.”*

*Ken Blanchard*

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*Upcoming Events*

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**August 14<sup>th</sup> – Becky Atkeison, FedEx - So What’s Next For You?**

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**Date:** Tuesday, August 14, 2012

**Presenter:** Becky Atkeison, FedEx

**Location:** Holiday Inn – University of Memphis  
3700 Central Avenue, Memphis, TN 38111

**Time:** 11:30 a.m. - 1:30 p.m.

Becky Atkeison is the Staff Director of Executive Development/HR Initiatives for FedEx Corporation located in Memphis, Tennessee where she is primarily responsible for the development and implementation of an enterprise-wide talent management strategy for building bench strength and succession plans at the Officer level.

So what’s next for you? Given the pace of change in today’s world, settling into a single role for a long period of time has more and more become the exception vs. the rule. The external landscape continues to shift, meaning new priorities for businesses, new demands of the workforce, and new opportunities for growth on an individual level. During her presentation, “So What’s Next for You?,” Becky Atkeison, Staff Director, Executive Development/HR Initiatives at FedEx Corporation, will share insight on how to figure out “what’s next for you,” and how to focus development to stay relevant to the needs of today’s world of work.

**August 22<sup>nd</sup> – Can Trainers Become Chefs?**

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**Date:** Wednesday, August 22, 2012

**Location:** L’Ecole Culinaire  
1245 Germantown Parkway, Cordova

**Time:** 5:00 p.m. – 7:30 p.m.

*Italian Dinner*  
*Appetizers, Antipasto*

*Entrée: Filetto di Sogliolepicatt (Sole Picatta),  
Fresh Pappardelle*

*Dessert: Crema di Ricotta alleFrutta Fresca  
(Ricotta cream with fresh fruit)*

Are you looking for a fun night, some good food, learning how the pros make that delicious Italian dinner, and learning something about training and development—all in one evening? Then join your fellow ASTD-Memphis chefs-in-the-making for a tour and cooking lesson at L’Ecole Culinaire, then actually making the dinner, and then getting to eat your creations.

All of this will be packed into one evening on Wednesday, August 22, from 5:00 – 7:30 at L’Ecole Culinaire, at 1245 Germantown Parkway, Cordova. The cost is \$35 and includes the cooking lesson, appetizer, dinner, dessert, and wine—and lots of fun! Go to the web at [www.astdmemphis.org](http://www.astdmemphis.org) and register by Thursday, August 16, by 5:00 p.m.

*Upcoming Events*

## Employee Learning Week Event

December 7, 2012 8:00 a.m. to 5:00 p.m.



Training is more important now than ever before. The growing skills gap and the increased need to compete in today's economy require organizations to develop a knowledgeable and highly skilled workforce. Employee Learning Week is the perfect opportunity for your organization to get involved and highlight their commitment to learning and development.

ASTD Memphis is hosting this day long event to promote training and highlighting its link to organization results. Please consider joining us.

### Keynote Speakers

**Trish Uhl** – State of the Workplace Learning Profession

**Richard Sites** – Instructional Design Process

**Dick Handshaw** – Performance Consulting

**Lou Russell** – Project Charter in 45 Minutes or Less

Location: FedEx World Technology Center, Collierville, TN.  
FedEx Parkway (Bailey Station & Winchester Blvd.)

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Learn more and register today by going to ASTD Memphis [Events page](#).

Early Bird Registration

ASTD Member: \$65

Early Bird Registration ends October 5th.

Non-Member: \$80



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*Message from the President*

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On behalf of the Chapter, we want to express our thanks to the people who either joined or renewed their membership during July 2012.

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**NEW**

**RENEWAL**

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Barbara Taylor

Dorris Conner

Gretchen Stroud  
Sr. Director/Dean Hotel & Owners Colleges  
Hilton Worldwide

Jon Veazey  
Principal  
Leadership Coaching & Consulting

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**Quote for the Month**

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*Ken Blanchard*

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*Meet one of our Active Members*

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***Nedra Bolton Bailey***

Nedra is a Training and Development Specialist for Memphis Light Gas and Water (MLGW). MLGW provides the essential needs of electricity, gas, and water to residential and commercial customers throughout Shelby County, Tennessee. Nedra has worked for MLGW for 11 ½ years.



Nedra's responsibilities include training MLGW employees for personal and professional development. She provides clerical testing for prospective employees as well as for employees who want to advance throughout MLGW. Nedra is the sponsor for the company's Council of Administrative Professionals (COAP). Additionally, she recruits and selects MLGW's internship and cooperative education students, plus the company's entry level Engineers.

Nedra has been the keynote speaker on the national and local levels. Nationally she has spoken for Office Dynamics, Ltd. in Las Vegas and Spectrum Health in Grand Rapids, Michigan. On the local level, Nedra has spoken for University of Phoenix, Catholic Charities, Church of the Nazarene, and Aztec Masonry, Inc.

Nedra holds a Bachelor of Arts in Communication, with a minor in Spanish, and a Master of Arts in Education, with an emphasis on Administration and Supervision. She is currently in the dissertation phase of her Doctoral degree in Education and plans to graduate in December 2012.

Nedra has three wonderful children: Javier (21), Indigo (20), and Faith (10). She loves to laugh, work, and help others succeed.

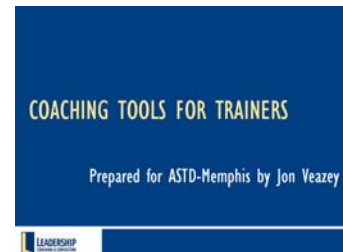
*You Should Have Been There! – July’s Luncheon Summary*

**“Coaching Tools for Trainers”**

Jon Veazey, Principal of Leadership Coaching & Consulting

Review written by Sylvia Joure

As a consultant Jon has helped many organizations, from sole proprietorships to Fortune 50 companies, achieve their performance goals. He understands that people are at the heart of everything an organization does and that individual performance is directly related to bottom line profitability. Jon shared facilitation tips in his presentation based on concepts from the Myers-Briggs Type Indicator (MBTI). Jon presented an interesting and engaging summary of the MBTI, and how it can assist facilitators to better communicate with their audiences.

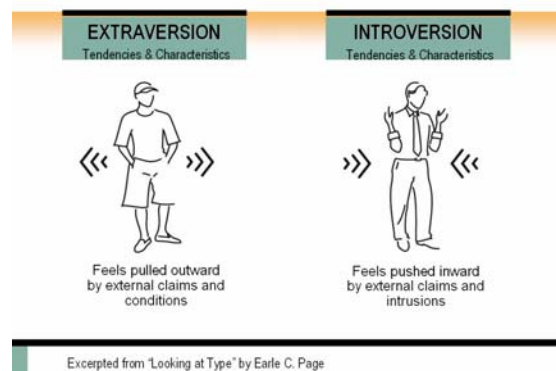


Jon briefly discussed the history of the instrument. Based on the work of Carl Jung’s *Psychological Types* published in 1923, Katherine Briggs and her daughter, Isabel Briggs Myers, developed a personality inventory, the “Myers-Briggs Type Indicator”, published in 1962. The MBTI is one of the most widely used and trusted personality inventories. The MBTI describes enduring human preferences in gathering information and make decisions upon it. There are no good or bad profiles; all personality types are useful.

The inventory has four dichotomous dimensions that result in 16 types referred to by an abbreviation of four letters—the initial letters of each of their four type preferences (except intuition, which uses the abbreviation N to distinguish it from Introversion). For instance:

- ESTJ: extraversion (E), sensing (S), thinking (T), judgment (J)
- INFP: introversion (I), intuition (N), feeling (F), perception (P)

Because of time limitations, Jon spent most of his time on Introversion-Extraversion and Sensing-Intuition as these had the most applicability to facilitation.



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### **E-I**

Extraversion (E)–Introversion (I) is where we obtain our energy and motivation. Extraverts prefer to gather energy from the environment around them and are motivated to participate in activities. Introverts are motivated by internal resources and gather their energy from a world of thought, extrapolation of ideas, and imagination. Introverts tend to be observers rather than participators in groups. When delivering training and facilitating groups, Extraverts participate with so much energy that they can potentially dominate a group. However, you can count on them to keep something going in the group and volunteer answers to teaching moments. On the other hand, Introverts watch what is going on versus jumping in with comments. Occasionally Introverts withdraw from the group into their own little mental world, but more often they are “there” absorbing what is being said and observing the activities rather than contributing. As a facilitator you must create opportunities for introverts to participate. Giving the group notice that you will be asking questions, particularly of those who have not volunteered comments, will help ensure Introverts participate. Or, using round robin techniques each person responds to exercise processing questions or teaching moments. Interestingly, introverts can play a role and do it well. Introverts may be uncomfortable, but the role allows them to participate through acting out the behavior of another person. By playing “the role” of a participant, they can often contribute more than as themselves. The facilitator may have to manage extroverts and find ways to encourage Introverts to participate. If you think of groups as having a good mix of Introverts and Extraverts, then you will use facilitation tools that fit any group.

### **S-N**

Next, Jon described the characteristics of Sensing (S) and Intuition (N). Sensors take in information from the five senses—literally what they see, hear, feel, touch and taste. Sensors need lot of detail. People who communicate with Sensors need to do so in a concrete, sequential, chronological, and logical manner. They are linear thinkers. In contrast, Intuitive individuals use intuition as primary way of collecting information and viewing the world. They love big picture concepts, which they can apply to many situations. As a result they are often seen as creative. You can speak with them in hyperbole, and they understand it. You can talk about the big picture points versus concrete details. However, if an Intuitive’s plan needs to flesh out logically in detail, then Sensor colleagues are in their element. When creating training, appeal to both types. Structure training with big picture concepts for Intuitives followed by logical processes and details for Sensors. For example, every good news story has everything you need to know in the first sentence or two. Then the journalist gets to details later in the article. A well written news story addresses both ways of taking in information—Intuition in the first sentences and later the details and logical order of events for Sensors.



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**T-F**

Jon addressed Thinking (T) and Feeling (F). These are processes for making decisions. Thinkers are motivated by logic, cause and effect, and tend to be black and white in their reasoning. Thinkers are going to be less concerned about how decisions affect others and more about bottom line results. Feelers are more concerned with harmony and relationships and making decisions based on how they impact others.

**J-P**

Judging (J) and Perceiving (P) are the last two MBTI dimensions Jon discussed. People who use Judging prefer to have structure and order in life; they are driven by closure, standards, and order. Perceivers appreciate opportunities to be flexible, spontaneous, and exploring situations as they unfold.

**Thanks Jon for adding facilitation tips to our tool kits!**